

Message Text

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ORIGIN ARA-10

INFO OCT-01 ISO-00 COME-00 USIA-15 EB-07 /033 R

DRAFTED BY ARA:BR:JSLATTERY/COMMERCE:TJOHNSON

APPROVED BY ARA:BR:RWZIMMERMANN

USIS:DSTANLEY(DRAFT)

COMMERCE:BCAHILL(DRAFT)

ARA/ECP:DLACEY(DRAFT)

ARA/MGT:CGROVER(DRAFT)

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R 112143Z MAR 75

FM SECSTATE WASHDC

TO AMEMBASSY BRASILIA

INFO AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

AMCONSUL BELEM

AMCONSUL RECIFE

AMCONSUL SALVADOR

AMCONSUL PORTO ALEGRE

AMCONSUL BELO HORIZONTE

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B.HORIZONTE FOR USIS

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: BRAZIL FY-75 CCP

REF: BRASILIA 291

1. THE WASHINGTON ACTION GROUP FOR BRAZIL MET ON FEBRUARY 13 TO REVIEW THE SECOND QUARTER PROGRESS REPORT SUBMITTED BY THE EMBASSY (REFTEL). THE GROUP REVIEWED THE EMBASSY'S REPORT CAMPAIGN BY CAMPAIGN AND FOUND THE PROGRAM TO BE WELL ON TARGET, WITH THE POSTS' STAFF PUTTING IN A VERY GOOD PERFORMANCE IN THE COMMERCIAL FIELD. PRESENT AT THE MEETING WERE: STATE'S COUNTRY DIRECTOR (ROBERT W. ZIMMERMANN),
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CHAIRING; BRAZIL DESK ECONOMIC OFFICER (JANINA SLATTERY);

STATE'S REGIONAL COMMERCIAL COORDINATOR (DAVID LACEY);
COMMERCE'S BRAZIL MARKETING MANAGER (THEODORE JOHNSON);
USIA COUNTRY OFFICER (DIANE STANLEY); AND PROJECT OFFICER
FROM MEPD/OED, COMMERCE (JAY SMITH).

2. WITH REGARD TO CAMPAIGN NO. 3, THE COMMERCE REPRESENTATIVE STATED THAT THE LIST OF BRAZILIAN ATTENDEES HAD JUST BEEN SENT TO CONGEN RIO. THE GROUP AGREED WITH THE EMBASSY'S PLAN IN CAMPAIGN NO. 6 TO RESCHEDULE THE ANALYTICAL REPORT ON AGRICULTURE FOR THE FY-76 CCP. WITH REGARD TO REQUESTED TRADE MISSION IN SHIPBUILDING (CAMPAIGN NO. 8), THE BRAZIL MARKETING MANAGER NOTED THAT COMMERCE WOULD BE

UNABLE TO PUT TOGETHER A SPECIALIZED TRADE MISSION DURING FY-75, BUT WOULD CONTACT US INDUSTRY ASSOCIATIONS CONCERNING THEIR INTEREST IN ORGANIZING AN IOGA MISSION TO TAKE PLACE SOMETIME DURING FY-76.

3. THE REGIONAL COMMERCIAL COORDINATOR INDICATED THAT NO NEW POSITIONS (OFFICER OR LOCAL) ARE AVAILABLE FOR FY 1975 OR FY 1976. ALTHOUGH PREVIOUS BUDGETS HAD REQUESTED AN ADDITIONAL FSL POSITION IN RIO FOR THE MAU, THAT REQUEST (ALONG WITH OTHER COMMERCIAL REQUESTS) HAD BEEN CUT FROM THE BUDGET. WE ARE PREPARED TO RENEW REQUEST IN FY-77 JOINT STATE-COMMERCE COMMERCIAL BUDGET TO BE FORMULATED IN UPCOMING MONTHS AND, IN THIS CONNECTION, WE WELCOME ANY ADDITIONAL JUSTIFICATION. THE ONLY PRACTICAL HOPE AT THIS TIME FOR FULFILLING THE EMBASSY'S REQUEST WOULD BE REPROGRAMMING A NON-CONSULAR PROGRAM LOCAL WITHIN BRAZIL, OR RECASTING LOCAL ROLES WITHIN THE COMMERCIAL SECTION SO THAT AN EXISTING COMMERCIAL LOCAL IS ENABLED TO PERFORM MAU SUPPORT FUNCTION.

4. THE GROUP ALSO DISCUSSED THE COMMERCIAL COUNSELOR'S PROPOSAL FOR A TRADE CONTACT SYSTEM (TCS) AND WILL DISCUSS THE PROJECT MORE FULLY AFTER RECEIVING THE FINAL RECOMMENDATION FROM THE EMBASSY. COMMERCE THROUGH ITS FOREIGN TRADER'S INDEX AND USIA WITH A PROGRAM DEVELOPED WITH USIS-MEXICO INDICATE THAT THE RETREIVAL POTENTIAL IN WASHINGTON COULD SATISFY THE NEEDS OF THE POST, IF THE UNCLASSIFIED

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AVAILABLE INPUT WAS SUBMITTED FOR INCLUSION IN EITHER SYSTEM. WHILE THE WASHINGTON ACTION GROUP REALIZES THAT THE CONVERSION OF AVAILABLE INFORMATION INTO USEABLE COMPUTER INPUT WILL REQUIRE A SIZEABLE POST INVESTMENT, IT WOULD BE MUCH SMALLER THAN THAT CONTEMPLATED FOR THE TCS. THE GROUP REQUESTS THE POSTS TO CONSIDER THE PROS AND CONS OF USING A WASHINGTON RETRIEVAL SYSTEM AND TO MAKE AN ESTIMATE OF THE COST INVOLVED IN CONVERTING AVAILABLE

INFORMATION INTO COMPUTER INPUT (PIR--PROSPECT INFORMATION
REPORTS FOR THE FTI).

5. THE BRAZIL MARKETING MANAGER REPORTED ON THE STATUS
OF THE FY-76 CCP, WHICH SHOULD BE AVAILABLE FOR FIELD
REVIEW IN THE SECOND HALF OF MARCH. INGERSOLL

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